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Securities and Exchange Commission
Office of International Corporate Finance
Division of Corporation Finance
450 Fifth Street, N.W.
Washington, D.C. 20549
U. S. A.

SUPPL

SEGA SAMMY HOLDINGS INC.
Re: Sponsored Level 1 ADR Facility

Dear Sirs:

Pursuant to Rule 12g-3-2 (b) under the Securities Exchange Act of 1934, we, as legal counsels to SEGA SAMMY HOLDINGS INC. (the "Company") with respect to its ADR program, enclose herewith English translation of the document of which contents were announced by the Company.

- Notice of Personnel Change of Subsidiary (SEGA CORPORATION) (dated December 1, 2004) (English translation)

Yours truly,

PROCESSED

JAN 07 2005

THOMSON
FINANCIAL

Fusako Otsuka

FO/ah
Encl.

cc: The Bank of New York
cc: SEGA SAMMY HOLDINGS INC. (w/o encl.)

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.
Name of Representative: Hajime Satomi,
Chairman, President and
Representative Director
(Code No. 6460, Tokyo Stock Exchange 1st Section)
Further Inquiry: Koichi Fukazawa,
Executive Officer
(TEL: 03-6215-9955)

Notice of Personnel Change of Subsidiary (SEGA CORPORATION)

Notice is hereby given that SEGA CORPORATION, a subsidiary of SEGA SAMMY HOLDINGS INC., made a personnel change in accordance with the resolution adopted at the meeting of SEGA's board of directors held on December 1, 2004, as described below:

Description

1. Personnel change:

As of December 1, 2004

New Title	Name	Former Title
Executive Officer, SEGA CORPORATION (newly appointed) and CEO, SEGA EUROPE LTD. (promoted)	Naoya Tsurumi	COO, SEGA EUROPE LTD.

- END -